Web Performance Metrics-CBP.gov

Mar 1, 2021 - Mar 31, 2021

All Users
100.00% Sessions

Total Visits

3,141,831
% of Total: **100.00% (3,141,831)**

Pageviews

6,610,995
% of Total: **100.00% (6,610,995)**

Avg. Visit Duration

00:01:39
Avg for View: **00:01:39 (0.00%)**

Unique Visitors

2,364,222
% of Total: **100.00% (2,364,222)**

Avg. Pages / Visit

2.10
Avg for View: **2.10 (0.00%)**

Avg. Time on Page

00:01:29
Avg for View: **00:01:29 (0.00%)**

Bounce Rate

55.82%
Avg for View: **55.82% (0.00%)**

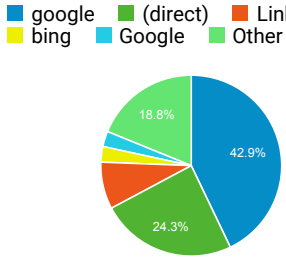
Top Pages

Page Title	Pageviews
U.S. Customs and Border Protection | Securing America's Borders	455,087
Global Entry | U.S. Customs and Border Protection	425,746
Border Patrol Agent - Apply Now | U.S. Customs and Border Protection	363,485
Locate a Port of Entry | U.S. Customs and Border Protection	186,843
How to Apply for Global Entry | U.S. Customs and Border Protection	175,116
Arrival/Departure Forms: I-94 and I-94 W | U.S. Customs and Border Protection	157,173
Global Entry Enrollment Centers | U.S. Customs and Border Protection	138,054
Careers | U.S. Customs and Border Protection	98,269
Enrollment on Arrival | U.S. Customs and Border Protection	83,805
Southwest Land Border Encounters | U.S. Customs and Border Protection	80,630

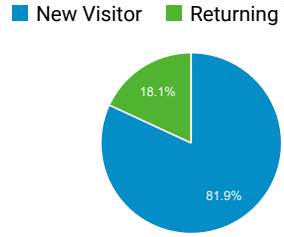
Visits by Social Network

Social Network	Sessions
Facebook	60,159
Twitter	18,864
Instagram Stories	2,883
LinkedIn	1,531
Instagram	1,196
reddit	1,013
YouTube	945

Visits by Source



New vs. Returned Visitors



Pageviews and Pages / Session by ...

Mobile (Including Tablet)	Pageviews	Pages / Session
No	3,988,370	2.51
Yes	2,622,625	1.69

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